

CONTACTS

NOVEMBER 1957



BRANDED LINES CONTEST WINNERS—

Our groups here show winners up to the ninth week, but by the time we appear in print, the contest will be in its last week and the final results being decided. Both departmentally and personally, an exciting time!



SIXTH-WEEK WINNERS

Mr. B. C. Sutherland, Personnel Manager, presented the prizes. Left to right:

Mr. C. Morrison, Beds, etc., \$25.00

Mr. C. Ives, Sporting Goods 15.00

Mr. J. A. McRae, Electric Refrigerators .. 10.00

Honorable Mentions: Miss C. M. Malmstrom, 201; Miss J. Kelllas, 222; Miss M. Greening, 224; Mrs. A. Waygood, 232; Mrs. F. Anderson, 528; Mrs. C. E. Wilson, 528; Miss H. Baillie, 236; Miss I. Douglas, 236; Miss M. Martens, 236; Mrs. D. Rothwell, 239; Mrs. A. Newton, 241; Mrs. B. L. McVarish, 253; Mr. D. A. Miller, 253; Mr. B. Leary, 356; Mr. C. Kohler, 253; Mr. J. Hollings, 259; Mr. N. Jones, 260; Mr. A. V. Kelman, 260; Mrs. P. C. Melstead, 277; Mrs. F. M. Thorsen, 277; Mrs. T. M. Adamson, 277; Mrs. R. Janssen, 277; Miss I. Dunseath, 237.

SEVENTH-WEEK WINNERS

Mr. J. L. MacKechnie, Fashion Merchandise Manager, presented the prizes. Left to right:

Mrs. F. E. Smiley, Misses' Dresses \$25.00

Miss H. A. Kaminski, Toys .. \$15.00

Mr. J. S. Smith, Luggage.... 10.00

Honorable Mentions: Mrs. I. Wiggins, 209; Mr. R. Murray, 512; Mrs. F. Busch, 232; Mr. R Sinclair, 257; Mr. D. W. Penman, 257; Mr. W. S. Arnold, 259; Mrs. E. M. Gordon, 261; Mr. J. Highlands, 263; Miss M. Farrell, 271; Mrs. M. Stevenson, 941.



Who Will Be The Big EATON Brand Contest Winner? THE GRAND AWARD of \$300.00 is COMING UP!

The final week of the Eaton Branded Line Contest is almost here . . . but you still have a chance to win! Your knowledge of Eaton brands, your sales presentation and your selling ability can mean that you'll collect one of the Weekly Cash Prizes of \$25.00, \$15.00 or \$10.00.

AND it can mean that YOU will win the Grand Award of \$300.00 for the highest individual score!

YOUR DEPARTMENT MAY WIN, TOO!

Keep checking your department's progress! Every Branded Line department, be it large or small, has had an equal chance of scoring in the contest. There are six merchandise divisions and the top one in each will be given an AWARD DINNER for its complete staff.

JUST ONE MORE WEEK TO GO NOW!

Even now, although some departments are doing very well on the scoreboard, Contacts cannot predict final standings—just say "Keep up the good work, you win anyway by improving your knowledge and selling ability!"

EIGHTH-WEEK WINNERS

Mr. Gordon Hargreaves, Home Furnishings Merchandise Manager, presented the prizes. Left to right:

Mr. A. V. Kelman,
Radios, TV, etc. \$25.00

Mrs F. A. Fallows,
Piece Goods 15.00

Mrs. H. Turnbull, Draperies... 10.00

Honorable Mentions: Mrs. M. Deegan, 609; Mrs. A. Sykes, 212; Miss H. E. Dunnington, 512; Mr. A. Harrup, 222; Mrs. G. L. Powell, 227; Mr. J. H. Carter, 228; Mr. W. Sheppard, 232; Mr. D. Sutton, 232; Mrs. D. A. Abbott, 528; Mrs. I. Patterson, 528; Mrs. K. E. Graydon, 233; Mr. D. J. Williams, 237; Mr. L. Murray, 356; Mr. F. Wingate 257; Mr. C. Kohler, 258; Mr. J. Lammens, 259; Mr. D. Burns, 260; Mrs. L. Moyles, 261; Mrs. V. M. West, 264; Miss M. Farrell, 271; Mrs. C. Turner, 279; Miss A. Anderson, 933; Mr. A. Grant, 937.



NINTH-WEEK WINNERS

Mr. J. McKeag, Divisional Merchandise Manager, presented the prizes. Left to right:

Mr. A. Brownrigg, Beds, etc. \$25.00

Miss P. Edwards, Candies... 15.00

Mrs. A. Newton, Junior Apparel 10.00

Honorable Mentions: Mr. N. Waslik 201; Miss P. McCulloch, 209; Mrs. N. Hosfield, 211; Mrs. E. R. Brough, 228; Mrs. A. Welichka, 229; Mrs. E. Heaton, 528; Mr. W. J. Drader, 237; Mr. V. J. Good, 238; Mr. L. Clarke, 239; Miss E. M. Clarkson, 241; Mrs. L. Rolls, 541; Mr. W. Patterson, 356; Mr. F. Wingate, 257; Mr. I. M. Lillie, 257; Mr. G. Rosie, 258; Mr. J. Lammens, 259; Mr. A. V. Kelman, 260; Mr. W. Rempel 260; Mr. P. Milne, 272; Mrs. G. Court, 274; Miss E. Evans, 274; Mrs. E. Bargenda, 901.

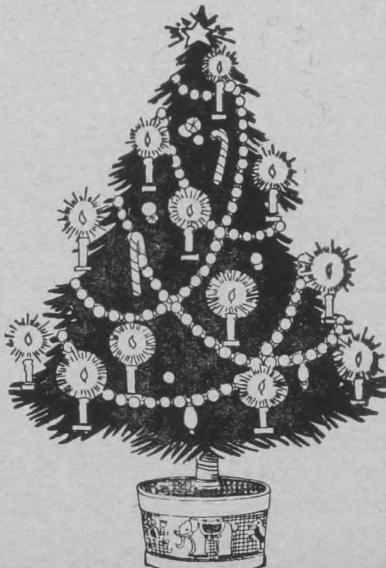


The Canadian Legion Christmas Tree Will Be in Eaton's

near the Hargrave-Portage Doors in the
Men's Clothing Department

Let's all give, and generously, to this collection of gifts for disabled and hospitalized veterans. One good way is to shop early for things useful or entertaining. Another is to ask advice of the Legion personnel in charge of the Tree, as to what to choose if you need such help.

**THE TREE WILL BE READY FOR YOUR
GIFTS SATURDAY, NOVEMBER 23rd.**





Welcome to Eaton's Quarter- Century Club

Left to right and down: Mr. W. V. Taylor, Mr. W. J. Carpenter, Miss A. Kirkby, Miss L. Paul, Mr. H. J. Bessette, Mr. E. Latter, Mr. B. Moss.

WALTER VICTOR TAYLOR

Assistant in the Gloves and Hosiery, Vic Taylor celebrated his quarter-century on October 3. Winnipeg born, he was with Lower Floor Men's Wear for ten years, Men's Clothing a year, and the last nine years he has been with his present departments. Mr. Taylor served five years with the R.C.A.F. in the war and attained the responsible rank of Warrant Officer 2nd Class. He is married, and the Taylors have children Terry, Pat and Linda.

For his anniversary Vic received many wires and other messages from Eaton and business friends all across Canada. His department presented him with movie camera equipment—screen, light bar, telescopic lens, etc., light meter and numerous personal gifts were added. Then he was honoured, with Mrs. Taylor, at a staff dinner party, including past members and part-

time members. Mr. Taylor is a member of Canukeena Club, likes golf, swimming, bowling, and is well known as pianist and accompanist (with such noted singers as Roy Firth on his "steady" panel), and donates his talents to many an Eaton affair. Big vacation? A month in Hawaii with Mrs. Taylor during the coming winter! May it be a grand time, Vic and Mrs. Taylor.

MISS ALICE KIRKBY

Miss Kirkby spent the first 20 years of her service with the Shirt Factory and the past five with M.O. Dresses. Born in Nottingham, England, she arrived in Canada in 1913.

In her honour, on the Thursday preceding her anniversary, a department dinner party was held at the Paddock Winners' Circle, when she was presented with a corsage and a gift of a Solar travel-alarm clock.

On her anniversary day, October 11, on behalf of the department, Mr. M. Smithson presented Alice with a Haddon Hall wall mirror. Numerous personal gifts and tokens were hers, too, from the many friends who came to congratulate her. Member of Kildonan United Church, Choir and Women's Auxiliary, and various choral groups, Miss Kirkby also likes gardening, needlework and music. Her plans for the anniversary: to visit Great Britain and the continent. Happy journey, Alice!

MRS. MARIE CLAIRE LILLIAN PAUL

Born at Gentilly, Quebec, Mrs. Paul grew up in the west, and celebrated her quarter century with Eaton's October 17. Twenty years in the Shirt Factory here and the remainder in M.O. Salesroom and Catalogue Distribution. Mrs. Paul has a son, Maurice, a six-year-old granddaughter and a two-year-old grandson.

Honouring her long service the department girls held a dinner party at the Wah Lai Gardens with about 45 present, including Lil's sisters and some friends. Friends also entertained her at a luncheon at Moore's and a breakfast in the Eaton Grill Room. Her gifts included a hand bag at the dinner and numerous personal gifts, and from the department a smart and useful clock-radio for her leisure-time entertainment—such as is left over from her work for Independent Order of Foresters' Lodge. Mrs. Paul's plan for her long holiday is a trip to British Columbia or the States. Every wish for a lovely time, Mrs. Paul.

H. J. BESETTE

Beauty Shops Department Manager

On October 17 Mr. Bessette joined the Quarter Century Club. Born in Montreal, he has been with our Beauty Shops his full twenty-five years of service. Mrs. Bessette was formerly Eatonian Gladys Pattenden, and they have a son, Paul. On his anniversary day, on behalf of the department, Mrs. F. Louch presented Mr. Bessette with a fine movie camera. Numerous other lovely gifts and many congratulatory messages came from friends near and far.

In his honour, a dinner was held at the Homestead with Mrs. Bessette present, when she received a corsage. A lovely pre-anniversary holiday was enjoyed in February and March by Mr. and Mrs. Bessette and their son in California. For his leisure hours Mr. Bessette likes gardening in season and music at all seasons.

WILLIAM JAMES CARPENTER

Born in Winnipeg, Mr. Carpenter has been with the Drug Workroom for all but his first half year in the M.O. Stationery, and celebrated his 25th Eaton anniversary on October 25; he is now in charge of the Drug Workroom.

His anniversary gift of a Kodak movie camera with projector and colour film, from the department, was shared in by Mr. Claude Botting (former department manager now in charge of the Drug Factory at Toronto), and Mr. Fred Eades, former workroom assistant, and friends in the Drug Department. The presentation was made by Mr. Botting who was in town at the time. M.O. Drug Department presented Mr. Carpenter with a Waterman pen and pencil set, and former staff members a movie screen.

In the evening a party was held at the home of Mrs. V. Byhre for Mrs. Lollie Thomas celebrating 40 years (see page 6), and Mr. Carpenter. On behalf of those present and some others unable to attend, Mr. Botting then presented Mr. Carpenter with flood lights for his camera outfit. For his long vacation, Mr. Carpenter—who is married, with a daughter and son—plans a trip to California and Vancouver. He is a member of Champlain Bowling Club and of St. Phillip's Church.

ERNEST C. H. LATTER

English born, at Tonbridge, Mr. Latter celebrated his 25th anniversary with Eaton's—and M.O. Linens—on October 24. That morning in the department he was presented with a clock-radio from his colleagues. That evening at the Mardi Gras, a department party was held in his honour with some retired staff members and part-time staff present. Mrs. Latter (the former May Miller of the Grill Room) was unable to attend, and Dad was accompanied by his son Ronald.

Many well-wishers came to congratulate Ernie during his anniversary day, and his desk was showered with personal gifts and messages. Mr. Latter played with Eaton's softball teams for many years, also in the City League. Is active in both Eaton's Mixed and the Combines' five-pin leagues. Hobbies are repairing radio and electrical items (but don't all rush your troubles to him at once, please!). Plans for his long holiday will be made later.

BERNARD E. MOSS

Bob Moss celebrated his quarter century on October 24. Just recently become a member of the Floormen staff, Bob served his first 15 years with the M.O. Piece Goods and Linens Department, and the other ten with the Store Jewellery. On his anniversary day he was presented with the Jewellery Department's gift of a handsome wrist watch, and his colleagues on the Floor staff gave him a wallet.

A real surprise was his also, when invited to a quiet dinner at the Homestead on the Saturday evening. He found a gathering of about 25 couples consisting of old workmates and their wives, with Tommy Williams of M.O. Farm Goods as M.C. There Bob was presented with a cashmere car coat.

Born in Chesterfield, England, Mr. Moss is a member of the Fraternal Order of Eagles; leads a busy life with his hobbies—hunting, fishing, taking movies, enjoying classical music and doing fine woodwork. He is looking forward to some extensive motor trips for his long vacation. Happy touring, Bob.

LAWN TENNIS CLUB HOLDS WIND-UP PARTY

The Paddock was the scene of a very enjoyable evening when about 45 Eaton Tennis Club members met for their final "set." The reception was followed by a luscious turkey dinner and a dance. Mr. B. C. Sutherland, Personnel Manager, was the special guest, and presented the various trophies. So—until next season—keep those racquets in the press ("And how about joining the badminton group?" queries Jack O'Leary.).

FORTY YEARS WITH EATON'S

MRS. LOLLIE THOMAS

The big array of gifts for Mrs. Thomas (Lollie) which we beheld on her 40th anniversary with the Company was just the outward expression of her popularity with the Drug Work-room and other allied staffs.

The girls of the department, and former staff members, honoured Lollie with a dinner party at the Holiday Restaurant and a show to celebrate her October 9 anniversary. Her gift from her colleagues was a beautiful Aurora Borealis necklace and earrings, while the personal gifts were many, including lovely lingerie. Mrs. Thomas was also especially delighted with the arrival of a grand bouquet of bronze giant chrysanthemums gift from her former manager, Mr. Claude Botting, now manager at Toronto.

MISS M. L. BOVEY

To Myrtle Bovey of the Catalogue Distribution Department, October 24 was not just another Thursday — but her 40th anniversary with Eaton's. Myrtle was with the old Mail Order Recording Section for 11 years, then with the Files for about six years and has been with the Catalogue Distribution (Mailing List) about 23.

Her colleagues marked their appreciation of her, and her service, by presenting her with an electric fan heater for her better home comfort, and her desk was the focus of many personal gifts and messages from the many who called to congratulate her and wish her well.

Fond of travel and reading, especially about world events, politics and national affairs, Myrtle never finds time a drag on her hands outside her busy working hours.



MANAGER OF FRANKFURT BUYING OFFICE JOURNEYS ACROSS CANADA AND BACK

Mr. N. von Struve, Department Manager of the Eaton Buying Office in Frankfurt, was a visitor to Winnipeg on his recent trip to Canada and the New York office. Mr. von Struve, who began his work with Eaton's away back in 1908 when we opened in Berlin, was last a visitor to Canada and as far west as Winnipeg in 1938, and was looking forward this year to the thrill of extending his journey west, stopping off at Calgary on the way to Vancouver and Victoria by train, and flying back direct to the east and New York.

Since his last visit here, Mr. von Struve said he noticed that in places where trees were small or moderate, they had grown to great size—evidence of the passing years. More impressive, however, was the growth of industry across the country and the improvements in our stores—in Winnipeg he particularly mentioned our new lighting and the great Carpark. With 16 of a staff at Frankfurt, Mr. von Struve's office covers not only buying in Germany, but also in Scandinavia and the limited western trade beyond the Iron Curtain.



AGAIN — EXTRA SAVINGS FOR EMPLOYEES' CHRISTMAS SHOPPING

FRIDAY, NOVEMBER 15 to THURSDAY, NOVEMBER 28, both dates inclusive, we are granted that extra ten per cent allowance on our purchases in addition to the regular 10% (or special 10% where not entitled to the regular 10%); a few items excepted as per the lists available in your departments and on notice boards).

We know we speak for all, when we say thanks to the Company for this generous help to our shopping budgets!



GIRLS' BASEBALL LEAGUE PARTY

Shown, top left, a group of the winning team, JETS. Back row, left to right: Bunnie Curtis, Wanda Ogiowski, Rena McCaughan, Danny Remillard (coach). Front: Jean Strimeski, Carroll Hammer, Frieda Peter, Shirley McCaughan.

Top right: Mrs. B. C. Sutherland presents the Bill Clay cup to Most Valuable Player Lila Grose, catcher for the Cubs.

Middle left: Mr. Sutherland presents the championship to Shirley McCaughan and Danny Remillard, JETS.

Right and lower: Scenes at the dinner.

A GAY TIME FOR THE "DIAMOND" GROUP

About 125 Eaton Baseball League girls, with friends and special guests — attended the league's wind-up dinner party and dance at the Parker House on Notre Dame, Friday evening October 18. Arrangements were carried out by Doug McPherson, Recreational office, who chaired the meeting. Special guests were Mr. and Mrs. B. C. Sutherland, who presented the trophies and miniatures; Mr. and Mrs. Johnny Young (Mr. Young has for years been an Eaton baseball enthusiast, and lately has helped supervise the activity), Mr. and Mrs. W. E. Gray. It was a gathering of Eaton youth and beauty and its circle that was a credit to the softball players and their friends, and made the older element present feel proud of these young staff members. That feeling was well expressed by Mr. B. C. Sutherland, Personnel Manager, when he briefly addressed the group.

BADMINTON PLAYERS HAVE BEGUN SEASON—and we hear glowing reports from Harold Gould, Jack O'Leary and others. Looks like a good season, and we'll have fuller news next issue. The group needs more men, says Jack, to enjoy this pleasantly active sport. Get in touch with him at General Audit Office, Department 172.



Seated—Mrs. R. Lenardon, Fernie, B.C.; Mrs. J. L. Davidson, Revelstoke, B.C.; Mrs. B. Egan, Smithers, B.C.; Mrs. F. Zeibart, Whitehorse, Y.T.

Standing—Mr. A. W. P. Harrison, Order Office Supervision; Mrs. P. Jenkins, Blairmore, Alta.; Mrs. V. E. Edwards, Taber, Alta.; Mrs. M. Goodman, Selkirk, Man.; Miss L. A.

Stanley, Red Lake, Ont.; Mrs. L. Ruff, Ponoka, Alta.; Mrs. R. Galipeau, Camrose, Alta.; Mrs. H. Kirstein, Westaskiwin, Alta.; Miss R. Spurway, Staff Training; Mr. J. K. Barling, M.O. Control Manager; Mr. E. G. Rogers, M.O. Operating Manager; Mr. A. J. Day, Order Office Supervision; Mr. F. G. Muirhead, M.O. Divisional and Merchandise Manager.

ORDER OFFICE CLERKS-IN-CHARGE MEET HERE

Coming to Winnipeg Mail Order for a special training session, the members of these two groups of clerks in charge of Mail Order Order Offices show how far-flung is our order office chain nowadays. While some came from as close in as Selkirk others hailed from as far as Whitehorse, Yukon Territory, Smithers, B.C., Grande Prairie and Cold Lake in Northern Alberta, Churchill in Manitoba and Nipawin and Humboldt in Saskatchewan. The top group was here from September 30 to October 4, and the other from October 7 to 11.

It was a week of steady and intensive teaching, learning and visiting for the visitors and our M.O. Staff Training Assistant, Miss Ruth Spurway. She had planned a program to cover both the history and background of the Company and its policies, and the many details of merchandise supply, order filling and the co-operation of our vast staff. General subjects, for instance, conducted by Staff Training, were: Our Company, its history and

(Continued on Next Page)



Seated—Mrs. K. Conrad, Oliver, B.C.; Miss M. Harshenin, Castlegar, B.C.; Mrs. C. E. Horn, Virden, Man.; Mrs. I. Lyall, Stettler, Alta.

Standing—Mr. A. W. P. Harrison, Order Office Supervision; Miss A. Toews, Steinbach, Man.; Mrs. K. Bjerke, Grande Prairie, Alta.; Mrs. M. Wheatley, Dryden, Ont.; Mrs. G. P.

Call, Cold Lake, Alta.; Mrs. M. Shearer, Dawson Creek, B.C.; Mrs. D. Cooper, Fort Churchill, Man.; Miss G. Coon, Kimberley, B.C.; Miss J. Bunz, Humboldt, Sask.; Miss R. Spurway, Staff Training; Mrs. M. Forgie, Nipawin, Sask.; Mr. A. J. Day, Order Office Supervision; Mr. E. G. Rogers, Mail Order Operating Manager.

Eaton's Mixed Five-Pin Bowling League

by D. Slack

1st Series	Women's High Single	Women's High Three	Men's High Single	Men's High Three	Team High Single	Team High Three
Division 1	D. Hardiman Roughriders 344	B. Stevenson Roughriders 882	G. Cancilla Fuzzies 360	D. McGhee Sparklers 932	Fuzzies 1249	Fuzzies 3560
Division 2	M. McCutcheon Selects 329	Lil Hagberg Minx 843	B. Foures Meteors 384	B. Foures Meteors 934	Rip Saws 1108	Rip Saws 3058
Division 3	B. Brierley Zippers 333	L. Brown Whirlwinds 851	Cy Napier Five Spots 377	Joe Cull Goldstreams 938	Goldstreams 1270	Three Deuces 3485
Division 4	D. Lecuyer Budgeteers 338	D. Lecuyer Budgeteers 878	H. Brown Dandies 363	H. Rodgers Budgeteers 878	Crocks 1183	Tegos 3168
Division 5	A. Courteau Eagles 295	A. Cortneau Eagles 749	D. Remillard Wise Ones 339	G. Toth Cadillacs 846	Eagles 981	Eagles 2752

	1st Division	2nd Division	3rd Division	4th Division	5th Division
Women's High Average	A. Anderson Jay Dees 230	M. McCutcheon Selects 205	L. Brown (Whirlwinds) B. Dancer (Whirlwinds) 189	J. Fairhall Dandies 203	M. Brown Cadillacs 164
Men's High Average	S. Sigvaldason Sparklers 221	Al Inglis Rips Saws 212	Art Wright Millwrights 223	B. Miller Crocks 210	George Toth Cadillacs 179
Winners 1st Series	Fuzzies 147 Points	Rips Saws 152 Points	Goldstreams 168 Points	Zeros 144 Points	Phantoms 104½ Points

ORDER OFFICE CLERKS (Continued)

policies, a talk with slides; Selling at Eaton's, a discussion with movie, of order office selling technique; People in Everything, a human relations study, assisted by the explanatory film, By Jupiter; Sometimes YOU Are a Teacher—a study in instructing new staff; and the film and talk on Eaton Branded Lines.

Each day brought sessions with Merchandise Department department managers who explained and demonstrated their merchandise and its merits, and dealt with related problems; also with the system of mail order cashiering, filling orders in the departments; copying and slicing orders for filling; assembly, packing and shipping of the orders; handling Budget Plan accounts; dealing with adjustments and exchanges; catalogue distribution; office work in general office, sales and expense, wages and staff relations offices.

The evenings were free for the girls to relax after their busy days, visit friends and take in Winnipeg's offerings in shows and entertainment. We all hope you thoroughly enjoyed both the business sessions and the opportunity to visit Eaton's in Winnipeg and see our city. And for you, we'll pass on the hearty invitation to any travelling Eatonians to drop in and say "How-do" when passing through a town served by an Eaton Mail Order Office!

CURLERS OPEN THE WINTER SEASON



Above—Mr. B. C. Sutherland, first rock from north end; Mr. Bob Ferguson, president of the Eaton Men's Curling Club; Miss Dora Perry president of the Eaton Women's Curling Club, and Mr. F. G. Muirhead, opening rock from the clubhouse end, were on hand for the first night's play—women first, men following, on the evening of October 28.

Left and below — Mr. Muirhead well into the "Winnipeg slide" with his rock, and Mr. Sutherland drawing a bead on the broom with his.

Men's Get-Together and General Meeting

The usual crowded house and good time was had when the men met on Thursday evening, October 17, at the Grain Exchange Rink. A jolly evening with good comradeship and a late buffet supper went by quickly, with the general meeting resulting in the slate of officers appointed and elected (full details next issue), and opening of the season arranged for October 28 as above.

Check the notice boards for the times and events where openings still exist, and if interested in joining a rink or league, get in touch with members or membership committee, or Doug McPherson, Secretary, Employment Office, Store.



Curling Ice and Clubrooms Available for Department Parties Saturday Evenings

Ice and Clubrooms, \$25.00; deposit of \$10.00 when booking. Apply to HUGH CALDWELL, Sales Audit (Department 105), Eighth Floor, Store.

World-Wide Woods are Their Hobby



Alex Sharhan



Don Nisbet

"So many people," says Don Nisbet of Eaton's Supply Room, "think that there are only a few nice hardwoods—walnut, mahogany and oak—and perhaps the lovely Canadian maple which they see in pegged furniture." That was why the exhibition of woods shown in our windows some time ago caught Contacts' eye, and we have finally summed up the story behind it.

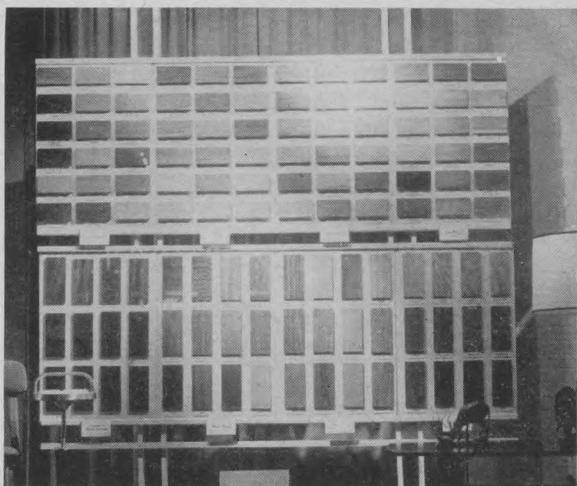
Don and Alex Sharhan of the Radio and Record Player Service, are members of the

International Wood Collectors' Society. Don, in fact, is the membership chairman of the society, which this year observed its Tenth Anniversary. Alex is a more recent member, and they have now added a new colleague in Dave Eaton, son of Mr. Robert Eaton, department manager of M.O. Children's Wear.

In the showing here were 637 samples from 500 types of trees growing in 30 countries (just the middle window panel is shown); with these were shown photos of trees in their natural forest surroundings. The size of the blocks is a standard 3x6½ inches. They are finished in natural tone of the woods to show the texture and grain and some of the veneer woods are polished to show their beauty, but not coloured.

This is an interesting hobby, say our Eatonian collectors, for by purchase and trade and Society news, they are in touch with many wood hobbyists and forestry experts over the world. Don's committee, for instance, includes members in Germany, Australia, New Zealand, England and the States.

Practical use of the knowledge gained about the woods and their qualities is made when people ask these collectors if and where they can get certain woods of this hardness or that close grain and of extra resistance to weather or pests, etc.—then the collectors can often help them. But nevertheless, like many hobbies, Don and Alex and Dave pursue their hobby for the pleasure it gives them and the knowledge they derive for its own sake.



EATONIANS in the NEWS

Clint Macfarlane, Bridge Champion!



Mr. H. C. Macfarlane, Sportswear Department Manager in our Store, teamed up with Mr. Doug Cannell in the recent Mid-American Canadian Regional Tournament to take the top honours in the open pair event. In the tournament were life masters—bridge greats—from across Canada and the United States, and the victory of the Winnipeg men was hailed by the bridge players, the press and the interested public. It was, said regional president J. J. Cohen, the second largest bridge tournament ever held on this continent and the many visitors were greatly appreciative of the hospitality in our city—and Manitoba Buffalo Trophy emblems were very much admired. Congratulations, Mr. Macfarlane and partner! (Picture courtesy Winnipeg Tribune.)



Wilma Blocher on TV Series

Just recently retired from her position as Fashion Co-ordinator with our Store (see pages 10, 11), Miss Blocher is being featured here by C.B.C. television on the CBWT Monday evening fashion show "What's New," produced for Eaton's. Said an article in the C.B.C. Times:

"Miss Blocher has been organizing fashion shows for 30 years, and made many trips to fashion centres including Europe and New York. Before joining Eaton's she appeared professionally as a musician in every state of the U.S. and in Australia. The show is her first television series, but she has had much experience on radio programs and as guest speaker in and out of Winnipeg; also with Eaton's Junior Council, the Winnipeg Quota Club, Women's Advertising Club, Winnipeg Winter Club and the Humane Society."

To Miss Blocher and announcer Fred Cripps, a bouquet for an interesting well-produced and popular show.

Don Sanderson New "Y's" Club District Governor

Pictured in Winnipeg newspapers after the Thanksgiving-week conference at Port Arthur, Don Sanderson, of our General Office, is to be congratulated on being elected District Governor of the Canadian Prairie Region of the Y.M.C.A. "Y's Men's Club." Founder of this Y.M.C.A. group, Judge Paul Alexander of Toledo, Ohio, addressed the gathering.

Said Don when we interviewed him, "The Y's is a club of men of and for the 'Y' (Y.M.C.A.); a service club looking after boys' work, youths' work, young adults' work, new member counselling, and world outlook in Y.M.C.A. circles." Don has been associated with the "Y" over 28 years; in earlier years active with physical programs, since then on counselling and "Y's Men's" club work. Congratulations—and a successful term of office, Don!



Our Charitable Fund
Representatives
Send the
Thermometer
"Away Up"!

News more in detail when we bring out our next E.E.C.F. News, of course, but we couldn't let this occasion pass without mentioning the nice "hand" our Employees' Charitable Fund and Company donation to the Community Chest received.

Here's a Tribune picture showing how the

(Continued on Page Thirteen)

(Continued from Page Twelve)

Eaton combined cheque for \$85,000 "zoomed" the marker up around the \$300,000 line. Left to right, our representatives Betty Meiklejohn, M. Bassey, Ted Black, H. Livingstone, A. S. Parker; then Mr. S. A. Searle Jr., campaign manager for the Chest, and joining hands with him, G. Riddell, our E.E.C.F. president, followed by R. Eaton, E. Fletcher, C. Lord. Thanks, Eatonians, for making this big day for the Chest possible!

Eatonian's Daughter Is Miss Blue Bomber

Proud mother is Mrs. Mary Finn of the Store Drapery Department, whose daughter, nineteen-year-old Maureen, was selected by the judges as Miss Blue Bomber for 1957 from among six finalists. The choice is not only for physical beauty but for educational background, personality, intelligence and beauty. Maureen, educated at Kelvin High, is in her second year at General Hospital training as a nurse, and has done well in both theory and practical work. A \$250 scholarship goes with her selection as Miss Blue Bomber, also the trip to Toronto for the Grey Cup game and the competition for Miss Grey Cup—plus a gift of a complete wardrobe. Member of the General Hospital Glee Club, Maureen not only enjoys sports but is also a pianist. Congratulations and every wish for success again at Toronto, Maureen! Our picture is by courtesy of the Winnipeg Tribune.



EATONIAN IN LEADING ROLE AT THEATRE 77

CATHERINE PACEY, secretary of the Eaton Good Deed Club and member of Eaton's Theatre Guild, has been chosen by Director Arthur Zigouras to carry the leading female part in the presentation by Theatre 77 of "The Crucible," December 3 to 7, inclusive. The role played by Miss Pacey is that of the leader of a group (today we'd call them a gang, no doubt) of young Puritan "teeners" who, to cover up their own behaviour, dedicate themselves to trumping up accusations against innocent Puritan women — resulting in witch-burnings and extreme agony of mind for the victims. The part of the spiteful young "Abby" will give Catherine good scope for her abilities. Success, Miss Pacey!

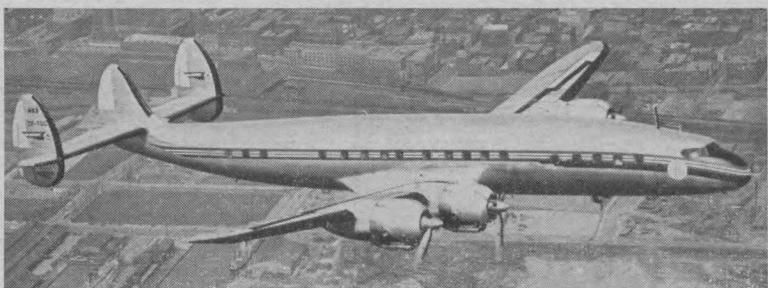
Congratulations to UNA MCKENZIE, Store Stationery, whose name we saw recently "in the News," elected to the position of Entertainment co-chairman for the Manitoba Ski Zone committee for 1957-58. Lots of snow (later) and a good season, Una!

EATON HOCKEY LEAGUE STARTING SCHEDULE

Plans have been laid and already a practice night or so held, and it's expected that by the time you are reading this, the four teams now organizing—Red Wings, Gremlins, Rockets and Vikings—will be starting a league schedule. Can use a good number of our young men for this sport—if interested, get in touch with Mr. McPherson, Employment Office, Second Floor of the Store. Play is each Tuesday night at the Olympic Rink. Spectators—No Charge. Come and support the players!

JUNE CHARTERED FLIGHT TO LONDON

About May 28 to
June 28, 1958
(One Month,
Winnipeg to
London and
Return)



Yes, we're planning on another flight for Eatonians, Winnipeg to London, England, for about a month next summer as above. Dates are under negotiation still, but should be close to those given. Details as to exact price and specific arrangements not yet available, but we would suggest that those who are definitely interested get in touch without delay with the Recreational Section, Employment Office—Mr. D. McPherson—for a place on the preferred list. Fuller details will be published for active and retired staff as soon as we have them.



Shown above, left to right and down: Head table guests Mrs Fairbairn, Mr. B. C. Sutherland, Mrs. T. Miller, Mr. Bill Summers (president), Mrs. Sutherland, Mr. Miller. Team event winners May Pfeifer, Bill Summers, Jean Poole, Flo Spickett. Second row: George Gordon and R. Saunders won the A. H. Young cup and miniatures for men's doubles; Fred Rendall won the men's singles; May Gordon won the ladies' singles; Alice Lord and Jean Cooke won the Mrs. Sutherland trophy and miniatures for ladies' doubles. Third row: A table scene of a few of the bowlers. Mr. and Mrs. Fairbairn were welcome guests, Mr. Fairbairn being president of the Manitoba Lawn Bowlers' Association. Bottom row: The committee—Bill Stewart, Percy Cooke, Fred Rendall, Roy Lowe, Lil Greenberg, Harry Evans, Bill Summers, Sam Poole. Gordon Grimes and his loudspeaker unit, with a host of good records, very much appreciated.

LAWN BOWLERS ENJOY HALLOWE'EN PARTY

The Marlborough Hotel was the scene of a very jolly and friendly party—as always—when the lawn bowlers met to celebrate the season and present prizes on Saturday evening, October 19.

President Bill Summers was in the chair and welcomed the guests, who included Mr. and Mrs. Fairbairn. They helped to present the various trophies and prizes, and Mr. Fairbairn brought greetings from the Manitoba Lawn Bowling Association of which he is president.



Above, the Montreal store as it was; the low building at this end has already gone, and work is started to add the splendid new addition shown in left half of the architect's drawing at bottom. (Our story and pictures by courtesy of "Entre-Nous," Eaton's Montreal staff publication.)

MONTREAL STORE BEGINS EXPANSION

Excavation is in progress and we look forward to the structure rising rapidly towards the final vision portrayed in our architect's drawing on this page . . . an entire city block nine stories high, plus Basement Store and underground receiving and shipping facilities . . . over a million square feet of floor space in all!

The expansion is not a simple matter of building nine floors on an open space at the back of the Store. It entails pulling down existing buildings and rehousing their departments in an already crowded building. A temporary mezzanine floor had to be built between the main and second floors at the back of the Store.

The new extension will have to be built in phases, so that one section can house dispossessed departments while the next is being built. When the structure is completed, new freight elevators on the N.W. wall will replace the present ones, which will eventually be demolished. It is easy to see that the building will not go up overnight, or in the course of weeks. The months will stretch out into a year or two before we can turn on the lights and air-conditioning for the first time.

We must therefore be prepared for quite some time of a measure of some inconvenience before we can enjoy the advantages of the new building. When one bears in mind the vast improvement which the expansion program will bring to employees and customers alike, this is a small price to pay.

Air conditioning will be installed, not only in the new extension, but also throughout the existing main and third floors of the Store. An entirely new underground off-street receiving and shipping depot will improve traffic and speed delivery. New freight elevators will hasten transportation between floors and the removal of many offices and stockrooms to the upper floors will leave extra space on the selling floors. Large modern windows give pedestrians a complete view of the Main Floor. Modern lighting decor and fixtures will provide for more extensive displays.

Meanwhile we must endure the growing pains and the occasional reorganization which will come our way. Our sympathetic acceptance of these will help the management and ourselves—and our graceful explanations to customers can help them, too, to look forward to the brand new face and figure that will be Eaton's of Canada in Montreal.





Left to right, top and right: Messrs. K. M. English, F. G. Muirhead, S. Houston, B. C. Sutherland, W. L. Palk. Theatre Guild group, seated: Doreen McKenzie, Nellie Nicholls, Joan McTavish, Gwen Jones, Joan Randle, Catherine Pacey. Standing: John Friskin, Les Walker, Dave Swan, Garth Gislason, Stan Green, Arni Monk.

WINNIPEG KEY PERSONNEL DINNERS PREPARE FOR GUIDANCE OF CHRISTMAS SEASON NEW STAFF

The Assistants' Association held evening dinners on Wednesday, October 30, and Wednesday, November 6, for assistants, signatures and section heads—the people on whom lie the responsibility for inducting and guiding the large number of new employees for the coming weeks until Christmas. Both were held in the Grill Room.

Mr. Jack Marshall, president of the association, presided on each occasion and welcomed speakers and special guests. Those addressing the Mail Order group of about 180 people were Messrs. F. G. Muirhead, M.O. Divisional Manager; K. English, assistant to Mr. E. G. Rogers, M.O. Operating Manager; G. S. Houston, M.O. Packing and Money Returns Department Manager, and B. C. Sutherland, Personnel Manager.

Speaking to the City group of about 275 were Messrs. W. L. Palk, Superintendent, and B. C. Sutherland.

The Mail Order group saw an interesting movie; the City group was again entertained and interested by the Eaton Theatre Guild group which graphically portrayed several selling situations to be avoided!

Our Most Important Asset— Human Resources

The keynote of the meetings was well brought out in Mr. Palk's remarks. He mentioned, for instance, the change of our nameplates to The T. Eaton Co. Canada Limited, and wondered how many people among all those who enter our doors, see our advertising, read our letterheads, have noticed this change in signature.

But the one thing all customers know and study and assess is our people, our human resources. With wages equal to—or better—than any in retailing, with an efficient, productive working force, with people who like to work here, and who like to see their children working here; with merchandising know-how, promotion from within our ranks, and efforts like our brand merchandise leadership—we get results that enable us to further their good work with expansions like the Carpark, the improved parking lots, the new lighting on the main floor and basement at hundreds of thousands of dollars' cost, and the projected third

and fourth-floor lighting. Planned, too, at around three-quarters of a million dollars, is new air-conditioning.

Customer goodwill has to be hard-earned—and can be easily lost, said Mr. Palk, and then read tributes to our staff's good work. "Make it an enthusiastic Christmas, use imagination and opportunity to lead the new help."

New Mail Order Fields

Highlights of the Mail Order season were given by Mr. Muirhead, emphasizing the importance of the coming weeks when such a large volume of the year's total business was done.

He commented on the changing Mail Order scene, which shows growing business from suburban and urban dwellers, with our big catalogue of over 16,000 items (plus supplementary catalogues) to shop from.

He also read testimonials to the good service of the Company to its widespread field of customers, and said the measure of our success in the future will be our readiness to adapt to changing conditions.

Mr. English spoke on the manifold problems of staff, space and stock, and defined the word "key" as the pivot of an operation—in this case, those responsible for the safe conduct of customers' orders.

Mr. Houston, in outlining Mail Order operation and handling of orders, called for closest co-operation between the merchandise and service departments.

To both groups, Mr. Sutherland mentioned the outstanding events in recent times: Conservative victory, Milwaukee winning "the series," Comrade Kruschev's satellites, and the phenomenal job to be done at Eaton's in Winnipeg at this season—"business up, staff up, stocks down." "Keep your eye on the new ones," said he; "each of you will have several people to train; do a good job, and remember: 'Those Who Sell Best, Profit Best.'"

MISS CANADA

Joan May Fitzpatrick, of
Windsor, Ont., Visits
Winnipeg

Representing Samsonite Luggage which she demonstrated on the third floor, and Philco Television which she demonstrated on the seventh floor, Miss Canada was in Winnipeg October 1 to 3 and October 8 to 10.

Her first visit included half-hour fashion shows in the Store, appearance on Spotlight television, press conference and visit to the Mayor's office, and an appeal at the Rotary Club for Community Chest support.

On her return October 8, arriving by plane, she went directly to the Dominion Theatre where she met the cast and director of the Little Theatre's "The Remarkable Mr. Penny-packer." The following day she demonstrated luggage on the third floor, and prior to leaving by plane for Regina, called on Mr. Cowley, Manager of the Sporting Goods Department, who was at home recuperating from illness, and presented him with a bouquet of flowers on behalf of all his staff. She also visited the Children's Hospital where she met some of the patients and members of the Board of Directors. Our picture shows her with the children.

OUR STAFF'S SERVICE APPRECIATED BY CUSTOMERS

Just a few here of the compliments coming to our file—we have more for our next issue:

From one out-of-town customer to our Drapery and Upholstering Workroom: "Attention of Mr. Murray — The furniture arrived yesterday and looks very nice indeed. Thank you very much for an excellent job well done."

To our Men's Furnishings, a call from a customer to pass on special thanks to Des Belanger, for helping in the selection of a shirt and then having sleeves adjusted and the shirt delivered in good time for her husband's birthday; a rush job given good attention.

To Miss Scorer, Book Adviser: "On behalf of the University Women's Book Group, thanks

for your help in selecting our books. Would like to express to you the appreciation of our readers Mrs. Rigg, Miss Nicolson, Miss Allan and Miss MacDougall. Your co-operation has been a pleasure—never too busy to help me."

From the Lakehead: "My husband and I were recently visiting Winnipeg and purchased rugs for our new home. Mr. Baker, who sold us the carpets, was very considerate, seemed to know all about floor coverings, and was interested and obliging in helping us choose. My husband and I, and the couple with us, are still remarking about what a wonderful salesman he is."

WOMEN CURLERS' FIRST-NIGHT PARTY

The Eaton Women's Curling Club got off to a good start on October 28 at a very well attended opening meeting. The president, Dora Perry, presided. Mr. N. Smith of the McDonald Tobacco Co., showed the film of last year's McDonald Brier championship games. To many, Veronica Walsh's history and growth of our club was interesting and informative. Evelyn Gordon, second vice-president, enlightened us with many of the rules and courtesies of the roaring game. All in all, it was a pleasant evening, and the buffet lunch was a fitting closure.

Girls: We Need Spares. You can help us out if you are interested in getting in a few games of curling this winter. Please phone our ice convenor, Shirley Brown, Stock Audit, for the complete details.

—Win Crowston

LAWN BOWLERS' PARTY (Continued from Page Fourteen)

Mr. Bruce Sutherland, Mrs. Sutherland, also Mr. and Mrs. Tom Miller shared in the presentation of the trophies, and Mr. Sutherland conveyed the Company's and his own congratulations to the club for their success and their team spirit. Thanks were tendered to Mr. Stephenson, green-keeper, who was present with Mrs. Stephenson; also to Lil Greenberg and Harry Evans for secretary and treasurer work. The evening began with a reception and dinner and lasted until midnight, with a lively dance session sparked by Eatonian Gordon Grimes and his grand record album and loudspeaker outfit.



Department News from the Store

BASMENT STORE

Meats—By W. Cuthbert

The department has certainly had more than its share of illness in the last month, and several "flu" victims are still away. Get well soon, everybody, is our wish.

Bill Bevan, our fish specialist, had to undergo a serious operation recently, and though recovering steadily, will be absent for a while yet. Chin up, Bill!

Helen Trafiak is also convalescing at home after an operation—looking forward to seeing you back amongst us soon, Helen! Welcome back, Vi Armstrong, glad you're well again.

Said good-bye to Margaret Dawson recently—good luck, Marg, come in and see us.

A bit late with this, but here's all our good wishes to Billie Gushway, a bride of August. She's now living below the border. Best of luck to you and your husband, Billie!

Congratulations to Keimpe Jaarsma, one of our new staff, on the arrival of a son in October.

We are indeed proud of one of our students who has done a good job of throwing a football around and reached the city schools' final. Buddy Ulrich (that's our boy) has been the backbone of the Tech-Voc team. Hope our next report will be that your team won the finals, Buddy! We'll all be rootin' for you!

* * *

MAIN FLOOR

Jewellery—By S. Johnson

Congratulations to Herta Tesch (nee Schnitzler) of our Hand Bag Department on her recent marriage. Best of luck and happiness, Herta.

Every wish for married health and happiness to Miss Doreen Timmins on her forthcoming marriage to Band Sergeant Ido Van der Broek, to take place on November 30.

Congratulations to Jack Syme on his retirement as reported in this issue—and we're glad to know we'll have Jack come out of retirement and be back with us again.

Drugs—By C. O'Kelly

We were sorry to hear of the death of the brother of Doug Edwards, of our Filling Room, and wish to express our sympathy to Doug and family.

We have the good news that Pat Taylor, Toiletries Section, is on the mend after her operation. We hope she will soon be back with us.

Marg Brown, Camera Counter, has decided to leave us to concentrate on housekeeping. We shall miss her and hope she will often be in to see us.

Candies—By J. Newcombe

Welcome to two new members of our staff, Mrs. Chris Matthews and Emily Romanuk. Just know you'll like our department, girls!

Recently Mrs. Joyce Loewen left us to take up full time housekeeping. As a parting gift Joyce was presented with a compact.

Sorry to report that Evelyn Gagg has been away ill for a while; and also we're missing Adele Bazar and Doreen Kousouf; hope you'll be with us by the time this appears, girls.

Congratulations to Phyllis Edwards, our winner in the Branded Lines contest.

Stationery—By M. C. Lawton

Three of our girls have made honorable mention rank in the Branded Lines contest to date as we write. Nice work, Pat, Eva and Alma.

Welcome to our second floor Christmas section, Mr. T. Martin, signature, there for the season; also the girls who show up so faithfully there year after year, to help at this time.

Glad to report that all our absentees through illness are on the mend. Mostly they've had that fashionable but undesirable flu.

Men's Footwear—By M. Williams

Congratulations to Penny Preece whose marriage to Robert Swanky was an event of October 11 at Chalmers United Church. Before leaving the department on October 5, Penny was presented with our gift of a rose wool blanket by Mr. R. G. Travers. Best wishes, Penny and Bob!

Gail Thorne was presented with a necklace and earrings before leaving the department to join the staff of the Wages Office.

We welcome to our office staff Mrs. Clair Rosie.

Congratulations to Mr. H. B. Bemister who celebrated his 30th anniversary on Monday, November 4. On this occasion Mr. G. Travers presented Bert with fishing tackle on behalf of the department. We wish you good luck on your fishing next season, Bert.

Notions—By Doreen Romanow

There they go again! I mean, of course, the Button counter, Kay Reid and her girls (to the second floor). We probably won't see too much of you girls, maybe only every second Wednesday, but we want you to know that we miss you all down here on "the main."

Clara Carr and her Elastic counter has also been moved but fortunately not too far. They have taken over the spot formerly held by the Buttons.

Millie Evans left us on October 30. Upon her departure she received a humidifier. Good luck, Millie, we'll miss you, so come to see us soon.

Our September bride, Audrey Grant, was presented with a mantel radio as her Company gift. We hope you and Bruce have many happy hours of good listening, Audrey.

We have had numerous members of our staff away ill, but are glad to report all are back with us again—Nan Allison, Rosalie Hinkle, Cora Meullar, Dorothy Macieyko, Doreen Sancan, Brenda Millar, George Cusack, Mr. MacDarmid, Irene Weeden, Kay Joyce, Mae Lennon, Mary Newfield, Naomi McPherson, Florence Findlay, Audrey Grant, Helen Pauls.

Last but by no means least, we would like to drop in with a cheery "Hello" to our former supervisor and his wife, Mr. and Mrs. Sam Williams. A little remembrance from your "children."

* * *

SECOND FLOOR

Self-Serve—By N. Jackson

Mr. C. W. Bradshaw Celebrates 45 Years' Continuous Service



October 12 was the day when Mr. Bradshaw, manager of the Second Floor Self-Serve Garments and Furs, reached the distinction of completing 45 years with the Company.

Many were the friends who came to congratulate him and wish him well, or who sent him messages for this great occasion.

On the Thursday, October 10, Mr. Bradshaw was honoured at a dinner held at Moore's by his staff. Here he received numerous personal gifts and the many congratulatory messages were read and presented to him. The department gift for his anniversary was table silverware. The staff, wives and husbands were invited by Mr. and Mrs. Bradshaw to their home at 363 Montrose Street, for a most enjoyable evening party.

SECOND FLOOR



Self-Serve Fashions—By N. Jackson

Here's a glimpse of a group at the party at Moore's for Mr. Bradshaw — our George Blakeman really picked himself a nice spot. Seen with him, left to right are: Beverley Lashoski, Barbara Blakeman, Lee Koski, Mr. Kuligowski, Evelyn Miles.

Fancy Goods Workroom—By J. Wankling

Congratulations to Grace Milne, our recent bride; the lucky man is Joe Pajak. The department presented Grace with a coffee table and step table for their living-room.

A shower was held in Grace's honour, where she was presented with a lovely large mirror and some other gifts.

Welcome to Isabel Laing, back with us after her recent operation.

* * *

THIRD FLOOR



35th ANNIVERSARY FOR M. (GEORGE) MORROW

That our popular Meats Manager, Mr. Morrow, is correctly called Matthew is news to many on his anniversaries, for since his arrival from Northumberland (where men are nicknamed Geordies), Mr. Morrow has been saluted as George. What's in a name, anyway?

So it was to their well-liked manager, "George" Morrow, that on his anniversary, October 3, his staff presented a movie camera with leather case and lighting equipment, in carrying case, as shown in our picture. The day was filled with many visits of congratulations and good wishes from friends in the Store and in his wide business circle.

Hardware—By H. Smith

Sorry we are a little late in announcing the wedding of Ben Matthews to Geraldine Inkster on September 14 at Holy Trinity Church. Hope they have many years of married happiness.

Our sincere sympathy is extended to Mr. and Mrs. Norman Locke whose four-year-old son, Norman, passed away in Minneapolis.

Deepest sympathy to Mr. W. L. Cable in the loss of his father who passed away in Brandon.

Sorry to report Sylvia Kohut has been in the hospital. Hurry and get well, Sylvia, we miss you.

Contacts reports a very interesting visit from Dave Miller of the Hardware Department. Dave, out here from Scotland about two years, has been following a very interesting hobby—or rather project.

Having taken some geology in his younger days, Dave has studied it here and taken a university extension course in it. His holidays and spare time are devoted to it, and the other week-end when prospecting "back of beyond" the interior behind Falcon Lake, Dave and his mate found an old partly fallen-in cabin.

In the cabin, too, Dave found an Eaton Mid-Winter Sale Catalogue for 1936 in good condition; so there's a mystery as to why the chap never came back—since it was some years before he could have gone to war, say. Dave was quite taken with the comparison of goods and prices in those days—alas we've had to get used to that over the years.

We don't, of course, wish to start a claim-staking stampede or have people "dogging" Dave's steps, but he says he's very encouraged by his explorations in possible mineral finds. So good luck, Mr. Miller.

* * *

SIXTH FLOOR



35 YEARS IN EATON'S CELEBRATED BY MR. GEORGE JACQUES

Assistant in charge of the Picture Workroom, Mr. Jacques reached his 35th anniversary on October 23. Twenty-one of his Eaton years were spent with the M.O. Packing before he joined his present department.

On his anniversary morning he was presented with a clock radio, Mr. C. S. Carswell doing the honours on behalf of the department and workroom. Mr. B. C. Sutherland, Personnel Manager, also was present to congratulate George. A stag in his honour was held that evening at the home of Bill Liver when he was presented with car seat covers. Many more healthful happy years with Company, Mr. Jacques!

Carpets—By Gladys McLean

Congratulations to Mr. and Mrs. Ron Wilson on the arrival of William Gavin, who weighed in at 7 lb 5 1/2 oz. on October 17.

Congratulations also to Mrs. Ehman on the arrival of a grandson in Regina on October 3.

Congratulations are in order also to Mr. and Mrs. Jim Cooper (Carpet Stocks) on the arrival of a baby boy on October 3 — Harold Andrew.

A stag party was held by the boys of the department in Mr. Jephson's "Dog House" on October 10. Pat Milne was honoured, but perhaps we had better ask "Presentation" Bergner why? Among the guests were "Who turned the lights out" Robinson and "Wrong-coat" Ziolla. From all accounts a good time was enjoyed by all who attended.

Our sincere sympathy to Paul Peterson in the recent loss of his father.

General Office—By S. King

Sorry to say good-bye to June Christenson who left us to take up housekeeping. She was presented with a jewel case from the staff. Best of luck, June.

We are all glad to welcome back Sheila Davies after her recent illness.

Our sincere sympathy goes to Doreen Ripley in the recent loss of her father.

* * *

SEVENTH FLOOR

Shopping Service—By Lenore F. Lampe
To Her Majesty

So beautiful a queen is she—
Elizabeth, Her Majesty!
So full of grace, and life and charm;
Her walk so light, her smile so warm.
She's England's treasure, England's queen,
The sweetest sovereign ever seen;
She mingles with the young and old
Be their hair silver, black or gold,
So regal in her stately crown
Or even in a simple gown;
Her eyes so bright, her brow serene—
God Bless Her Majesty, the Queen!

* * *

EIGHTH FLOOR

General Audit

**MISS D. DUBREUIL HONOURED ON
35th ANNIVERSARY**



The General Audit was the scene of numerous visits by the friends of Miss Dubreuil on October 21, when she reached her 35th anniversary with the Company.

To mark the occasion, she was presented with "the most" in radio—one of those beautifully small but wonderfully efficient transistor portables. May it give you much pleasure in the "listening hours," Dora!

She was also guest of honour when a group of the girls entertained her at Rae and Jerry's.



**35 YEARS WITH EATON'S CELEBRATED
BY MR. LES CROFT, SALES AUDIT**

Known possibly as well as any Winnipeg Eatonian, both from having worked in key positions and from his universal activities in Eaton golf and curling, Mr. Croft, department manager of the Sales Audit, attained the 35-year mark on Saturday, October 19, and was honoured on the Friday.

The department gift to Mr. Croft was handsome, enduring and practical—a grand onyx

base with a Waterman's most modern double pen set and cartridges, suitably engraved on a gilt plate; and accompanied by a lovely matching bound desk pad. It was a busy day for this popular Eatonian as a constant stream of friends came to congratulate him and wish him well for future Eaton years at work and in sports participation.

M.O. Budget Plan—By Janet Britain

Our very best to Stella Wonosowich who left us to go to California for the winter. Stella received a complete camera outfit from the department and we're sure she'll find lots of use for it.

Also, best of luck goes to George Henderson as he leaves us. George received a "Travel Sac" and a pen and pencil set from his many friends in the office.

* * *

STORE SERVICES

Elevator Ups and Downs

Proud father these days is our Mr. Robert Morrow on account of the achievement of his son, R. M. (Bob, Jr.) Morrow was recently reported in the press as the winner of the scroll for Metallurgy L., in the McMaster University Extension Certificate course in Metallurgy of iron and steel.

The scroll was presented at the regular monthly meeting of the Hamilton Branch of the Canadian Institute of Mining and Metallurgy held at McMaster University. Bob, who left Winnipeg in April this year, is working with the Atlas Steel Co. at Hamilton.

* * *

ALEXANDER AVENUE WAREHOUSE

Printing Plant—By M. Torrance
Sincere sympathy is extended to Mr. J. Le Blanc and family in the loss of a brother.

Greetings, Mr. Preston Wiley; hope you are feeling much better.

Glad to see Mr. Ken McLachlan back after his attack of flu.

IN THE MAIL BAG

SECOND AND THIRD FLOORS

M.O. Packing and Money Returns

By K. Thiessen

Welcome back to May McRobb, Margaret McKay, Alix Morrison, Bill Malone and Joan Dover who have been away ill.

There's a twinkle in the eyes of Marge Daniels these days to match the sparkle on her left hand. The lucky man is Clifford Sutherland. Congratulations, Marge and Clifford.

Claire Riel left October 18 to be married to Clement Meilleur at St. Emile Church. She was presented with a kitchen clock as a parting gift.

* * *

FIFTH FLOOR

M.O. Toys

By Linda Louise Kerr, Age 14, daughter of Lorne Kerr

Bless You, Flanders' Fields

"In Flanders' Fields the poppy grows . . ."
And sadly on the poem goes.
If we, their people, fail these men,
Who can guess what befalls us then?
If the lark in vain doth fly,
Surely then, the world will die.
Revere ye now the sacred life,
Which guides us in the dark and strife.
Share with the world your bounteous yields;
To honour those in Flanders' Fields.

Congratulations to Barbara Roberts who received a lovely diamond on October 17 from John De Groot.

Sally Bzovey left to marry Larry Dumas at St. Vladimir and Olga Cathedral on October 26. She received many lovely gifts from the girls and Barbara Roberts held a personal shower in Sally's honour before she left.

Our sympathy is extended to Mary Freeman in the recent loss of her mother.

SIXTH FLOOR

Piece Goods—By Win Crowston

Another bachelor has given us the slip, girls! Rudy Novakoski has taken to himself a bride. Myrtle Sawchuk and Rudy were married October 19 in Tyndall.

Mr. Don McAuley, Assistant Manager, presented Rudy with a lovely wool bed throw from the department. Mr. Hogg and Mr. McAuley expressed our congratulations and best wishes for future happiness.

M.O. Linens

From Mrs. Frances (Robert) Holmes, a request that the department, Mail Order, and other friends be thanked for their flowers, kindness and sympathy in her sad loss.

M.O. Correspondence

MISS BETTY MORRIS HONOURED ON HER 35th EATON ANNIVERSARY

Betty, who served much of her time with the old Mail Order Audit before joining the Correspondence section, achieved her "35th" on October 24. She was the recipient of a handsome modern tea wagon from her department colleagues, and many personal gifts and tokens were bestowed on her that day, while from just about the whole Mail Order friends came to congratulate her on her anniversary.



JOHN MCNIVEN CELEBRATES
35th EATON ANNIVERSARY

Mr. McNiven's term of years contains some short services in other departments but has been spent mostly in Sporting Goods—twenty years with the Store department and the remainder mostly with his present Mail Order location. On the Saturday evening previous to his October 11 anniversary, John was honoured at a department party and dance held at North End Legion hall. On behalf of those present, Mr. Bob Hutton made the presentation of an electric fry pan.

On his anniversary day the department presented to Mr. McNiven the gift of an oil space heater for use at his lake cottage, and many personal gifts were added to mark the good wishes of his many friends who called around to congratulate him.

M.O. Adjusting—By J. Baynes

Lillian Ilasewich was the guest of honour at a shower held by a number of her department friends at the home of Geraldine Smith. A dinner also was held in her honour on October 17 at which Lillian was presented with bedding.

On October 30, Lillian left to become Mrs. Kenneth Britton at Charleswood United Church on November 2. The gift of the department was a blanket and a knife set, and she also received a number of lovely gifts from friends. We all wish Lillian and Ken many years of happiness in their married life.

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SYDNEY R. GERRARD CELEBRATES 35 YEARS WITH EATON'S



Syd Gerrard of M.O. Adjusting, for many years specializing on postal investigation, was honoured on achieving 35 continuous years with the Company October 12.

The department gift to Syd was a handsome leather Gladstone bag, and he received numerous personal gifts to mark the occasion. Friends from all over the Mail Order and Store came to congratulate him and wish him well in future Eaton

years—looking well ahead—Syd confides that he has started with a moderate holding of 32 acres on St. Anne's Road and hopes to be able to retire on it—plus maybe a few more acres—as a "gentleman farmer"—that is, with enough work to keep him well and happy. May you do just that, Syd!

* * *

SEVENTH FLOOR



RUSSELL CHATFIELD MARKS 35th
ANNIVERSARY WITH EATON'S

One of our youngest and youngest-looking granddaddies was the centre of enthusiastic congratulations and "doings" when Mr. R. A. Chatfield, department manager of M.O. Lingerie and Foundations, celebrated 35 years with the Company on October 19.

On Thursday evening, the 17th, the department staff and wives honoured Mr. and Mrs. Chatfield at a smorgasbord at the Paddock, when Mrs. Chatfield received flowers and Mr. Chatfield a suede sports jacket. The department gift to Russ was high-power binoculars, and he also received numerous personal and section gifts including some lovely sport shirts and sweaters. And hardly a minute, of course, during the day when friends were not in to shake his hand and wish him continued health and success with Eaton's.

M.O. Cashiers—By O. Quinlan

On September 6 a presentation was made by the department to Olga Gowryluk, whose marriage to Gerald Smith took place on September 14. Our congratulations and best wishes to you, Olga and Gerald!

Marge Aikenhead is looking very pleased these days—she is wearing a lovely diamond presented to her by Bill Fiebelkorn. Congratulations!

M.O. Copying—By M. Shepherd

A spun aluminum canister set was presented to Jennie Jeffery from the department when she left. She was married to Don Pearson at First Presbyterian Church, Portage la Prairie, Man., on October 12. Ethel Tarn held a miscellaneous shower in honour of Jennie.

October 25 was the day chosen by Vera Palagin for her marriage to Joe Sekel at the United Church, Sturgis, Sask. Barbara Roberts held a personal shower for Vera, and she received many useful gifts from the girls on leaving the department.

We wish Mattie Halldorson speedy recovery from her operation, and Ulana Kussy from her accident. Also hope everyone else who is away through illness will soon be back.

Josephine Carriere received a lovely diamond from John Cizik on September 28. She left to be married at the Ukrainian Cathedral on October 19. She received many useful gifts from the girls. Mr. and Mrs. Cizik are residing at Lorette, Man.

* * *

EIGHTH FLOOR

M.O. Men's Clothing—By F. Paget

Congratulations and best wishes to Millie Dayholos who was married on October 30 to Edward Hickey of the Army. Mr. A. S. Parker, on behalf of the department, presented Millie with a woollen bed throw. The girls showered her table with many pretty and useful gifts on her last day at work. Best wishes and good luck to this happy couple.

Catalogue Distribution, Salesroom, Phones

By M. Taylor

Best wishes to the following girls who have left to become brides: Mary Sitaiz, October 4; Betty Morrell, October 4; Lena Balcon, October 4; Jean Napore, October 12; Gerry Goulet, October 23; Babara Marsh, October 30.

Congratulations to Myrtle Bovey whose 40th anniversary is reported on page 6 of this issue. Also to Lillian Paul on her quarter-century—see pages 4 and 5.

Best wishes to Betty Friesen and Doreen Arndt who have recently received lovely diamonds.

Good luck to Hazel Patton and Evelyn Topnick who have left us. Evelyn is going to the west coast to live.

LONG-SERVICE ANNIVERSARIES

November 19 to End of December

FORTY-FIVE YEARS

Mrs. M. Scott, Watch Repairs..... Dec. 9

Mr. D. Thomson, M.O. Piece Goods..... Dec. 23

FORTY YEARS

Mr. R. Ballentyne, M.O. Cashiers..... Dec. 3

THIRTY-FIVE YEARS

Mr. R. Bieber, Jewellery Repairs..... Nov. 25

Mr. E. Roberts, Delivery..... Dec. 1

Miss J. Devine, Basement Garments..... Dec. 8

Welcome back to those several members of our various sections who have recovered from that distressing flu.

NINTH FLOOR

Men's and Boys' Furnishings—By D. Dee

We are glad to welcome back members of our staff who have recently been on the flu list.

Our sincere sympathy is extended to Nellie Freeman in the loss of her mother.

Notions, Fancy Goods—By H. Price

Wednesday, October 23, was the day Betty Gilsoul of the Notions, departed to prepare for Saturday, October 26, the day of her wedding. On behalf of the department, Betty was presented with a floor lamp by Mr. Aker. Personal gifts were also bestowed on her and many friends dropped in during the day to congratulate Betty and wish her "the best."

RETIRED EATONIANS NEWS

On their way back home to Victoria, Mr. and Mrs. Hansen looked in on us. They reported having a happy visit with friends in the east. Also with relatives from Milwaukee they motored from there to Florida and back for a lovely vacation.

A long time ago Winnipeg used to have a third paper, The Evening Telegram. A complete 14-page edition of this, dated away back on Thursday, May 6, 1909, was found in faded but clean and good condition behind a picture by the son of Mr. George Hargreaves (retired, Receiving Department) when repairs were being made to the frame. The distinguishing mark even in those days, of course, is a well-filled back page of Eaton values—but we told Mr. Hargreaves a discussion of prices then and now is not for us!

However, the copywriters had their witty moments, one heading and copy saying: "At \$1.75! We Look for These Umbrellas to Go Up in a Hurry! . . . Such splendid value we look to see the whole flock ducking themselves in the first spring shower that comes along!"

Received a lovely long letter from Bill Hall, whom we showed with Mrs. Hall in our last issue. He says "Many thanks for Contacts, with our picture. . . . We are in the land of sunshine, have never been sorry we came out here. Lucky to have natural gas heat, no work, no dust. Sure enjoy reading Contacts each month, keeps me in touch with the many old friends. I have happy memories of working with Bill Gray, Archie Beck, Harold Bradley, and later on, Bill Palk. . . . those were happy times when we worked on the old Grocery catalogues. . . . Remember me to all my old associates—we are now in our seventies."

EATON MEN'S BRIDGE CLUB HOLD STAG

A season-starter in the form of a get-together for the men of the club and a few friends, was held on Monday evening, October 28, at Drewry's Hall. Although some of the more energetic bridge players were booked that night for the curling opening, almost 40 turned up and enjoyed themselves.

It is hoped to have more of these informal evenings when all the men can get together in between the home sessions of the bridge league, which has begun its season's play.

HONOURED ON RETIREMENT



JOHN F. SYME

A long Eaton career of over 46 years was honoured when Jack Syme, Jewellery, retired on Tuesday, October 1. He was special guest at a stag party held at the St. Vital Legion and attended by members of the Store, Mail Order and workroom staffs, when he was presented with a china plate with the names of the donors engraved on it in gilt under the glaze. Jack was also presented with a handsome living-room table lamp and the department gift of the newest in radios—a portable transistor set—with sincere good wishes for happiness and health in his leisure years.

MISS WILMA G. BLOCHER

Miss Blocher our Fashion Co-Ordinator, retired on October 1 after an Eaton service of over 34 years. She was honoured on the previous Thursday at a reception and buffet lunch at the Royal Alexandra Hotel, held by the Fashion and Display management. On behalf of those present, Mr. J. L. MacKchnie presented to Miss Blocher a portable television set and wished her every happiness, health and success in the future. Miss Blocher's many friends in all Eaton stores join cordially in these wishes. (A further story of Miss Blocher is included in Eatonians in the News, page 12.)

Top, left to right and down:
Mr. Syme,
Mr. Brisley,
Mrs. Cross,
Mr. Chapman,
Mr. MacKenzie
and Mr.
Richardson.



W. G. BRISLEY

October 1 was the date of Mr. Brisley's retirement from the Women's Footwear Department after an Eaton career of over 31 years. On Wednesday, September 25, a party was held in his honour, jointly with Mrs. J. Cross, at the home of Mr. M. Simmons. On this occasion Mr. W. Cable presented to Mr. Brisley the department's gift of a lounge chair for his comfort in the leisure time to come and with every wish for good health and happiness in the future.

MRS. J. CROSS

Honoured at the staff party at the home of Mr. M. Simmons, jointly with Mr. Brisley, Mrs. Cross also retired on October 1 from the Women's Footwear, after having served Eaton's for over six years. On behalf of the department, Mr. J. Gargett did the honours in presenting Mrs. Cross with their gift of a pair of lovely table lamps and wishing her good health and abounding happiness in the years ahead. The girls of the department held a dinner at Moore's for Jean, September 30, and presented her with a lawn chair for her future relaxation.

G. E. RICHARDSON

After being with us for more than 16 years, Mr. Richardson of the Furniture Department, retired on October 1 and has left Winnipeg to reside with a sister in the pleasant town of Binscarth. His department joined in wishing every happiness and good health in his new home, at a department dinner and dance held at Vasa'Lund Thursday, September 26—reported in October Contacts. Presented to Mr. Richardson on this occasion was a combination radio and record player, Mr. B. Dugdale doing the honours.

JOHN MacKENZIE

Mr. MacKenzie, Customs Department, the story of whose retirement program of beach resort development we told and illustrated in our June issue, reached retirement date on October 11. His department honoured John at a dinner at the Shamrock on the evening previous when he was presented with a movie camera and floodlights. Mrs. MacKenzie was also an honour guest and was presented with a bouquet of roses; and the sincere wish for every blessing of good health, happiness and well-being in their future was extended to them.

THE EATON ANGLING CLUB

By Peter Scot

Another fishing season has come and gone. The club had a very successful year. There was a good quantity of fish caught amongst the members and even though there were not any record breakers it was surely good practice for next year.

TROPHY STANDING FOR 1957

Pike—Frank Williams, 5 lb. 7 oz.

Pickerel—John Bay, 5 lb. 3½ oz.

Small-Mouth Bass—Frank Williams, 2 lb. 13¾ oz.

Rainbow Trout—Wilf Campbell, 4 lb. 12 oz.

HONORABLE MENTION TO HENRY GOERTZEN who came within one ounce of beating his fishing partner, Frank, for both the pike and bass trophy.

SPECIAL HONORABLE MENTION TO BILL JOHNSTON of 29 Mail Order, who caught a fish this year.

NOVEMBER IS ELECTION MONTH

All members are urged to attend. This is the most important meeting of the year and the club asks for the members' support — Thursday, November 28 (Free Press Board Room).

The first meeting of the 1958 season is on Thursday, January 23, at 8:30 p.m. in the Free Press Board Room. Any Eatonian men wishing to join will be very welcome at this meeting.



MRS. GARNETTA MITCHELL

Retiring from the Store Millinery Workroom on October 26, Mrs. Mitchell completed well over 12 years with the Company. On behalf of her colleagues, Mr. F. Wicks presented to her their gift of a clock radio with the wish that it would provide her with many entertaining hours in her new leisure and good health to enjoy them. Garnetta was also the guest of honour when a group of her Eaton friends entertained her at dinner on the evening of October 24 at Town 'n' Country and presented her with a gift.

W. G. CHAPMAN

M.O. Packing Department wished many happy and healthful leisure years to Mr. Chapman, who retired on October 4 after serving the Company for almost exactly 33 years. To mark their good wishes and appreciation they presented him with the fund gift of useful folding lawn chairs and a fine leather Gladstone bag. The day was busy with visits from friends coming to wish him well while numerous personal gifts were bestowed on him.



STAN CAMERON heard Peter Scot—his colleague—talking FISHING. Stan says what the club catches is about like the small one shown. So Stan went out with a bent pin and caught the (for him) moderately sized pike he's holding. Ahem!

"OVER-THE-SHOULDER" — LOOKING BACKWARD IN EATON'S



Det.-Sgt. McCutcheon, Jack Cheale, Jim McMullin, Charlie Lane and Hugh McMullin — also, of course, that lively doggie! Of course, underwear was underwear in those days, the real winter stuff!

And here we have another group of hunters showing how to get 'em in the fall of 1933—out at Petersfield in the down-river reeds of the Red. They seem to have plenty of good birds packed away behind them—don't suppose there was a quota in those days? This quartet, left to right, included Tommy French, Gordon Dailley, Joe Mitten and Fred Darnell who loaned us the picture.

By the way, "Somebody" was going to bring Contacts a picture of 1957 hunting, showing his prowess in bagging a whopping big Canada goose. How's about it, Roy, now you're feeling better—we're glad to hear!

This top group of winter-time hunters, says Jack Cheale, retired, shows that sport meant really roughing it back in 1921. How would our readers now like to celebrate New Year's Day holiday by going out in 25-below weather to hunt the bounding jack rabbits shown propped up behind the group—and how would they appreciate sticking around nearly two hours waiting for that beagle hound of Charlie Lane's to come back from chasing more jack rabbits?

These big bunnies were really whoppers then, says Jack; their biggest that day weighed in at 21 lb. dressed (for the oven or pot). The party consisted of (left to right)



"MITCH" LOOKS BACK TO THE VISIT OF THE PRINCES

Sparked by the recent Royal visit, the mind of Mr. A. C. (Mitch) Mitchell, Watch Repairs, returned to the September of 1927 when the Prince of Wales was passing through Winnipeg accompanied by the late Prince George, Duke of Kent. Mitch, shown here in his "plus fours," was then president of the Manitoba Canadian Legion Golf Club, and he had the honour, with Mr. A. E. Moore (Jack), chairman of the Dominion Command of the Legion, of playing a round of golf at St. Charles Club with the Royal visitors.

The two princes are shown in right group, walking close together; members of their guard surround them while Mr. Mitchell leads the way.

A "natural" golfer, the Prince of Wales, says Mitch, teased his brother he would never improve until he learned to talk "properly" to the ball. The party had lunch and afternoon tea at the club; a day that is a landmark in the lives of Mr. Mitchell and Mr. Moore!



RECENT APPOINTMENTS

Winnipeg Store

Department 279—Service (Third Floor) Groceries;

Department 379—Foodateria Groceries;

MR. L. FARMER, Manager.

Department 187 — Fashion and Wedding Bureau:

MRS. L. VADEBONCOEUR, Fashion Coordinator.

Brandon, Man.

Department B260 — Radios, TV, Washers, Ironers, Vacuums, Electric Refrigerators, Electric Stoves, Ranglettes, Carpet Sweepers and Polishers:

MR. W. E. CAVANAGH, Assistant.

Prince Albert Sask.

Department PNC212 — Drugs, Toiletries, Soaps, Cameras, Books, Stationery, Jewellery, Hollow-ware, Flatware, Watches, Clocks, Hand Bags, Leather Goods, Notions, Shoe Findings, Fancy Goods, Wools, Gloves, Hosiery, Handkerchiefs and Neck Wear:

MR. L. E. OLSON, Assistant.

Employment, Staff Training and Staff Relations:

MRS. E. GILBERTSON, Assistant.

MAIL ORDER OFFICES

Red Deer, Alta.

MRS. D. ALLEN, in charge.

Meadow Lake, Sask.

Opened for business October 22.

MISS L. I. BLOOR, in charge (pro tem).

(Mrs. E. Matheson in charge of Estevan office during Miss Bloor's absence).

Wainwright, Alta.

MRS. H. KIRSTEIN, in charge (pro tem).

(Mrs. E. Erwick in charge of Westaskiwin during Mrs. Kirstein's absence.)

Swan River, Man.

Order Office now located on Fifth Avenue.

Chilliwack, B.C.

MRS. E. FRANKS, in charge.

* * *

WINNIPEG STORE DEPARTMENTS RE-LOCATED FOR CHRISTMAS SEASON

Fur Storage and Fur Repairs in Oriental Rug Section Sixth Floor.

Men's and Women's Handkerchiefs, Women's Scarves and Neck Wear now on Main Floor, Centre.

Buttons and Zippers, Second Floor, Donald side.

Seed Department, Third Floor, east end of Fruits.

Reconditioned Stoves, Washing Machines, Refrigerators removed from Donald Annex. Refer customers to the parent departments for this merchandise.



PORTE ARTHUR STORE CELEBRATES ANNIVERSARY

The T. Eaton Co. Ltd. of Port Arthur entertained employees and their wives and friends at the 19th anniversary dance in the Flamingo Club. The hall was tastefully decorated by Mr. Wilf Brown and staff (Display Department) for the occasion.

Mr. Howard Holseth welcomed the guests and also introduced Miss M. McConnell, a former Port Arthur employee, and Mr. F. Frampston of the Winnipeg Store.

A varied program of dancing to the music

of Louis Amadeo and his Ambassadors was enjoyed. Prizes for novelty and spot dances went to Mr. and Mrs. Humeniuk, Mrs. Val Kurlick and Mr. Gordon Henderson.

Arrangements for the event were handled by Howard Holseth, assisted by co-chairman A. Jason and committee: J. Kruschak, J. Owens, D. Richardson; Mesdames E. Smith, C. Light, V. Lloyd, F. Bates, L. Grano and Misses G. Clark, G. Anderson, R. Smythe, L. Winters and C. Andrews.

CONTACTS



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Editor: W. E. (Bill) GRAY

DATE OF ISSUE—
15th of EACH MONTH

NEWS WANTED IN BY THE END OF
THE PREVIOUS MONTH

In Memoriam

MISS LAURA ELLIOTT

Miss Elliott, who came here from Toronto and joined Eaton's in Winnipeg in 1905 soon after the Store opened, worked at first in the Mail Order Fashion Accessories and Fashions. She then moved to the Store Fashions and her brilliant sales work and acquired fashion knowledge saw her steadily progress in authority. For many years before retiring in 1936, she was head of the better fashions and imports, and known in Paris, London and New York fashion centres as a buyer of outstanding calibre. Retiring to Toronto to live with her mother, Miss Elliott passed away on October 2 at the age of 80. Contacts conveys the deep sympathy of her Eatonian friends to relatives surviving.

GUSTAF ADOLF OLSON

Mr. Olson, who had worked in Eaton's City Dispatch Department, retired in 1952. He died in Winnipeg on October 16 at the age of 66. Born in Sweden, Mr. Olson came to Canada at the age of two. He was a member of Basa Orden and Norden Lodge, and of St. Mark's Lutheran Church. Surviving are his widow Jennie, son Robert, daughter Elvera, and two grandchildren to whom we extend the sympathy of Mr. Olson's numerous Eatonian friends.

MISS MARY BARNETT

Miss Barnett, for many years retired from our Caretaking Department, had continued to live in Winnipeg, and passed away on October 18 at the age of 78. Member of St. John's Presbyterian Church, she is survived by a sister in Toronto to whom we offer our sincere sympathy in her loss.

Sincere sympathy to these members of the staff who have recently been bereaved:

In the Loss of a Father

Mrs. I. Gall..... Third Floor Coffee Bar
Miss A. Essenchuk..... Bag Factory
Mr. P. Peterson..... Warehouse
Miss M. Halpenny..... Basement Fashions
Mr. C. Minnie..... Shopping Card Assembly
Mr. W. L. Cable..... Hardware
Mr. M. Dykun..... Delivery
Mrs. D. Horton..... M.O. Dresses
Miss D. Ripley..... General Office
Miss C. Melnyk..... M.O. Fashion Accessories
Mrs. J. Studney..... Linens
Mrs. D. Markowski..... M.O. Coffee Bar
Mrs. J. French.. Customers' Accounts Offices

In the Loss of a Sister

Mr. J. Reay..... M.O. Drugs
Mr. K. A. Smith..... Staff Training

In the Loss of a Mother

Mrs. J. Archer..... Annex Draperies
Mrs. D. Clubb..... M.O. Footwear
Mr. S. Jopling..... Pianos, Organs
Miss P. Dick..... Sales Audit
Miss N. Freeman.... M.O. Men's Furnishings
Miss M. Freeman..... M.O. Copying
Mrs. M. King..... M.O. Correspondence

In the Loss of a Brother

Miss C. Barrott..... City Inspectors
Mrs. F. Weedmark..... M.O. Drugs
Mr. H. Reimer..... Garage
Mr. D. Edwards..... Drugs
Mr. J. LeBlanc..... Printing

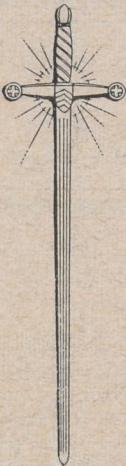
In the Loss of Her Husband

Mrs. E. Paterson..... Grill Room
Mrs. N. Scott..... Misses' Coats, Suits

REMEMBRANCE

B

right honour chose them,



And the measure of their loss

Splits wide the silk infinity of night,

Though time's broad gulf

Grows deep with each new dawn.

Let not the light from their

Eternal star grow pale

. . . For honour chose them!



CONSCIENCE CALLS . . . "UNITED NATIONS"

Extract from a poem by John Bryant, Eaton Veteran (Mail Order Adjusting) written in 1948:

Though the sound of the battle is smothered,
And the promise of peace is renewed,
Still remember the dead you have mothered,
Still remember the debt that's accrued.

They have fought for a peace unrecovered,
They have bled for a cause yet unwon;
They have died for a world undiscovered—
Yet this much at least, they have done:

They've bargained with death for your
laughter,
In death to the future held fast;
They've purchased the world to come after
And paid for the plague of the past.

It isn't enough they are sighed for
In two minutes out of the year;
You must win them the vict'ry they died for,
Find the freedoms you claimed were so near!

Then up from your own devastation,
And out of the ashes and dust
Rebuild on a new world foundation—
Rise up, for the dead say you must!